

DO YOU INHALE?

Then you certainly should be smoking
PHILIP MORRIS!



THIS TEST TELLS YOU WHY:

- 1 Take a PHILIP MORRIS and any other cigarette. Light up either one first. Take a puff — get a good mouthful of smoke — and slowly let the smoke come directly through your nose.
- 2 Now, do exactly the same thing with the other cigarette. Notice that with PHILIP MORRIS you don't get the bite, sting and irritation that you do with your own brand.

REMEMBER: The irritation you feel in your nose is the same irritation that occurs in your throat every time you inhale. Don't let irritation spoil the good taste, the fine flavor, the rich pleasure of smoking. For a better smoke than you've ever known before, try PHILIP MORRIS—the new cigarette proved definitely less irritating, definitely smoother than any other leading brand.

**NO CIGARETTE
HANGOVER**

means
MORE SMOKING PLEASURE!



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FOR

PHILIP MORRIS

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